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FOR IMMEDIATE RELEASE

AdvoCare® Scores Multiyear Partnership with Major League Soccer, Named Official Sports Nutrition Partner

(PLANO, Texas and NEW YORK) (January 8, 2015) – [AdvoCare International, LP](#)

(AdvoCare), a premier health and wellness company, today announced a multiyear partnership with [Major League Soccer](#) (MLS) to be the league's Official Sports Nutrition Partner. This new relationship is the largest sports partnership and the first League partnership for AdvoCare, as the company further establishes itself as a leader in the Sports Nutrition space.

The sponsorship is effective beginning the 2015 MLS season and extends through the 2019 season. As part of the agreement, [AdvoCare Rehydrate](#) will be the Official Sports Drink of Major League Soccer and will be featured on the sidelines of MLS games. Part of the AdvoCare Active Line, Rehydrate provides the necessary nutrients to maintain proper metabolism, delay the onset of fatigue, and hydrate the body by re-establishing electrolyte balance.

"We are proud to be the official sports nutrition partner of Major League Soccer," said [Richard Wright](#), President and Chief Executive Officer of AdvoCare. "This is an incredible opportunity to share the AdvoCare vision of physical wellness with dedicated soccer fans across the nation. Soccer is a rapidly growing sport in North America and our partnership with MLS makes perfect sense as we continue to grow together."

In the coming weeks, AdvoCare will be announcing individual MLS club partnerships that will integrate AdvoCare products into teams' locker rooms and development teams. Building relationships at the local club level will bring the AdvoCare name to soccer fields across the country, as well as into millions of homes as fans tune in to watch each season.

In October, AdvoCare announced an extension of its partnership with FC Dallas through the 2020 season. The company was originally announced as FC Dallas' first jersey sponsor in 2012 and the extension includes plans for FC Dallas to unveil a new away kit in 2015 and a new home kit in 2016. In addition, AdvoCare will continue to have a major presence throughout Toyota Stadium and Toyota Soccer Center, as well as keeping the AdvoCare logo on FC Dallas Academy and youth jerseys.

"AdvoCare is a dynamic growth company that is excited about becoming an active partner of Major League Soccer," said Gary Stevenson, President and Managing Director of MLS Business Ventures. "We took notice of the successful partnership that AdvoCare has developed

with FC Dallas and we look forward to that happening at the League level and with a number of our clubs.”

AdvoCare will continue its long-standing relationship with the athletic community and, through its [strategic alliance with Informed-Choice](#), certifies products that carry the Informed-Choice logo, including Rehydrate, are banned-substance free.

For more information about AdvoCare, its products or how to become an AdvoCare Independent Distributor, please visit www.advocare.com.

About AdvoCare International, LP

At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, sports performance and skin care products. In addition, the AdvoCare business opportunity empowers individuals to explore their ultimate earning potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information, visit www.advocare.com or call 800-542-4800.

About Major League Soccer

Major League Soccer kicks off its 20th season in early March 2015 featuring 20 clubs throughout the United States and Canada. The 2015 season will feature the most comprehensive U.S. media rights partnership in the history of the league, as eight-year agreements with ESPN, FOX Sports and Univision Deportes commence next year. To view the 2015 MLS regular season schedule click [here](#). For more information about MLS, visit www.MLSsoccer.com.

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